

DSTs 1031 Investments



DSTS 1031 INVESTMENTS

Website

SUBMISSION BY MARKETING INTENT AND MCGRATH & MCKENNA DESIGN GROUP

Marketing Intent is a sales-focused marketing agency specializing in the alternative investments industry. We have decades of experience helping asset managers explain their investment offerings to financial advisors and investors with clear messaging and compelling design. We deliver strategy, copywriting, design, branding, print and digital marketing.

McGrath + McKenna Design Group is an independent design agency based in Denver, CO. We have a combined 35+ years of experience in multiple facets including branding, packaging, print design, web design and development, digital design, and marketing. We provide our clients unparalleled value through customization, collaboration, and creativity to help businesses thrive.

marketingintent.com | mcgrathandmckenna.com



DSTs 1031 Investments

Challenge

DSTs 1031 Investments is a financial advisor firm specializing in offering clients Delaware statutory trust (DST) investments in 1031 exchange transactions. At any given time, there are 50-60 DST investments available in the marketplace. DSTs 1031 Investments tracks and analyzes every single one of them to understand the sponsor's experience and past performance, the property asset class, the investment property and the risk/reward spectrum. Only after a DST offering passes its stringent due diligence process, does DSTs 1031 Investments offer it to clients.

DSTs 1031 Investments approached Marketing Intent in 2022 as the firm wanted to improve its marketing strategy, branding, messaging and materials to better showcase its expertise and focus, and to build trust with potential investors.

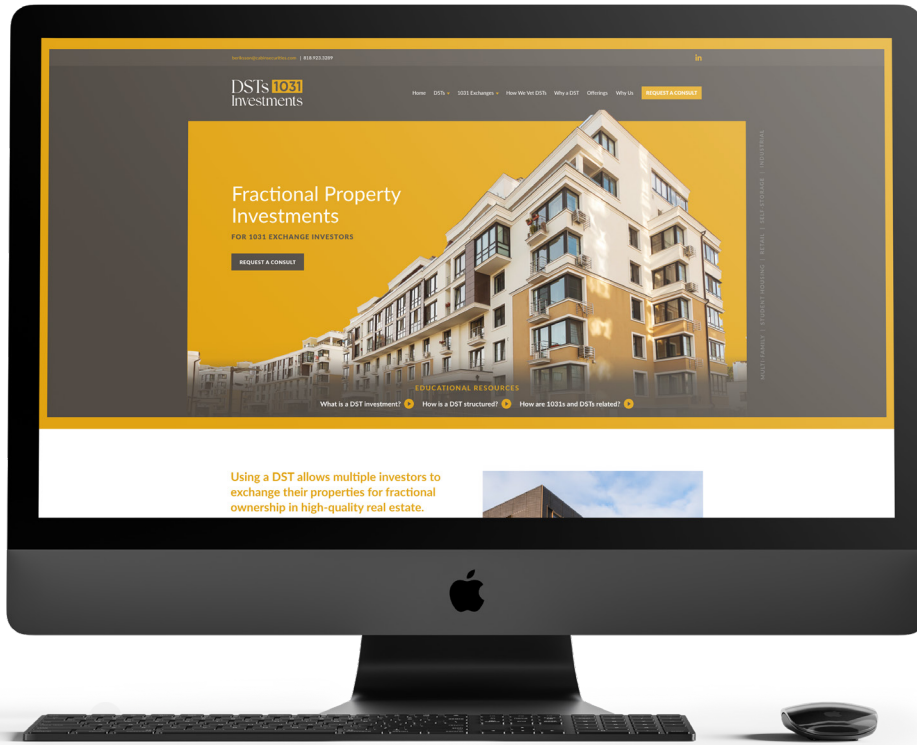
Strategy

Following in-depth conversations with DSTs 1031 Investments, Marketing Intent, in collaboration with its design partner, McGrath & McKenna Design Group, developed a new brand for the firm to help them stand out in a crowded financial advisor marketplace as well as to highlight the firm's focus on commercial real estate-based DST investments. The site design is modern, clean, and streamlined to allow investors to easily navigate and readily learn more about the unique offerings.

The website's copy focuses on the solutions DSTs 1031 Investments offers investors and provides educational content to help build trust and knowledge with potential investors regarding a structurally complex investment product. While many financial services websites bury risk factors in the footnotes, Marketing Intent chose to feature them prominently on their own page as another way to build trust with potential clients.

Results

DSTs 1031 Investments have received positive feedback in the marketplace regarding their new brand and website. Engagement on social media and inquiries on their services and investment offerings generated from the website have increased.



DSI's 1031 INVESTMENTS

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Fractional Property Investments

FOR 1031 EXCHANGE INVESTORS

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EDUCATIONAL RESOURCES

What is a DST investment? | How is a DST structured? | How are 1031s and DSTs related?


Using a DST allows multiple investors to exchange their properties for fractional ownership in high-quality real estate.

We also cover the challenges investors face with identifying, underwriting and closing. Our highly skilled legal team can assist with all aspects, including a complete compliance review, and finding replacement properties for a 1031 exchange in your administration from our affiliated network before we can help.

OUR SOLUTION

1. A large number of fractional property ownership investment opportunities (between 25 and 500+ properties) in 1031 Exchanges
2. Well-vetted DSTs that meet our stringent due diligence criteria
3. DSTs made up of institutional quality properties
4. Utilized DST investment vehicles involving multiple investment tranches and asset classes

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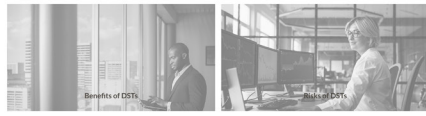


We are specialists in 1031 Exchanges & DST Investments

30+	500+	500M+	30+
Completed 1031 Exchanges	Network of investment opportunities	Deal volume in 1031 Exchanges	Brokers/Investors/DSTs that we've worked with

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Learn about the potential benefits (and risk) of DST ownership.



Benefits of DSTs

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1031 Exchange Process

Review our offer and see if 1031 Exchange rules can be applied to get eliminated for the replacement process. Our offer is unique to us. We guide investors through selecting the DST investment that is best for their portfolio as well as help them through the 1031 Exchange process.



1. **Decide to Exchange**
To be eligible for a 1031 Exchange, you must identify a replacement property within 45 days of selling your relinquished property. The 1031 Exchange process is a complex one, and we will guide you through the process.
2. **Sell Replacement Property**
Once you have identified a replacement property, you will need to sell it. We will assist you with the sale process, including finding a buyer and negotiating the terms of the sale.
3. **Identify New Replacement Property**
Once you have sold your replacement property, you will need to identify a new replacement property. We will assist you with the search process, including finding properties that meet your criteria.
4. **Close Replacement Property**
Once you have identified a new replacement property, you will need to close on it. We will assist you with the closing process, including finding a lender and negotiating the terms of the loan.

Learn more about 1031 Exchanges.



Explore our open offerings or contact us with questions. [LEARN MORE](#)

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Dedicated DST Specialists Here to Serve You

At DSI's 1031 Investments, we have a team of dedicated DST specialists who are here to serve you. Our team has a wealth of experience in the 1031 Exchange and DST investment space, and we are committed to providing you with the highest quality service and support.

Why hundreds of clients have trusted us to:

1. Provide DST investment opportunities
2. Provide open offerings or contact us with questions
3. Provide the highest quality service and support
4. Provide the highest quality service and support
5. Provide the highest quality service and support
6. Provide the highest quality service and support
7. Provide the highest quality service and support

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Our Team

Sam Dhanraj
OWNER/CEO
Sam Dhanraj is the founder and CEO of DSI's 1031 Investments. He has over 15 years of experience in the real estate industry, and he is passionate about helping investors achieve their financial goals through 1031 Exchanges and DST investments.

Becky Erikson
OWNER
Becky Erikson is the co-founder and co-CEO of DSI's 1031 Investments. She has over 10 years of experience in the real estate industry, and she is passionate about helping investors achieve their financial goals through 1031 Exchanges and DST investments.

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Explore our open offerings or contact us with questions. [REQUEST A CONSULT](#)


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How is DST Ownership Structured?




Using a DST allows multiple investors to exchange their properties for fractional ownership in high-quality real estate.

Want to learn more about DSTs?

- The structure allows for a large number of investors
- The structure allows for a large number of investors
- The structure allows for a large number of investors

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Learn more about DST ownership.



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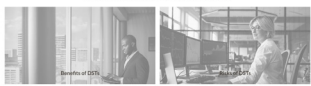
Is a DST Right for You?

There are several factors that can determine if a DST is right for you. We will help you understand these factors and how they apply to your situation.

1. **Are you looking to diversify your portfolio?**
2. **Are you looking to invest in high-quality real estate?**
3. **Are you looking to invest in a market that is growing?**
4. **Are you looking to invest in a market that is stable?**
5. **Are you looking to invest in a market that is volatile?**
6. **Are you looking to invest in a market that is risky?**
7. **Are you looking to invest in a market that is uncertain?**

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Benefits of DSTs

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